

Annotation

The diploma theses named The media response of the company Knižní klub (1992–2018) examines how had the Czech media referred about the publishing house Knižní klub. In the first part of this theses can be found the description of the development of the book market and also of the publishing market throughout the years, starting with the progress of the book printing followed by the description of the historical phases that had impact on the book market. The second part of the diploma theses is dealing with the company Knižní klub and everything related to that. The following chapter describes all the companies that had ever owned the company Knižní klub during the time it has been active on the Czech market. The analysis itself is divided into two big chapters according to the time periods. The first chapter analyses chosen printed media that had been active during the years from 1992 to 2013. The second chapter is examining the medialization of the company Knižní klub within the years 2014 to 2019 and for the analysis of the medialization had been used not only printed media but also online media as their influence grew with time. A quantitative analysis has been used to get the results of the analysis in this second chapter.